

**IN THE SPECIFICATION:**

Please amend the paragraph on page 5, line 22 to page 6, line 3 with the following replacement paragraph:

01 Unlike a conventional banner-link, interaction with the form 106 does not transport the user to a different web-site. Instead, submitting entered information into the form (e.g., by typing information into the text box and then clicking the submit button 110) transmits the information entered by the user to a remote web-server without changing the current URL being displayed by the browser. The remote web-server uses the transmitted information to select and deliver electronic content (e.g., text, graphics, audio, video, and executable instructions) via email. Co-pending U.S. Patent Application Serial Number 09/199,150, titled "Tracking Electronic Content", and filed November 24, 1998, describes an electronic content delivery system, and is incorporated by reference.